



July 10, 2010

**Karen Dial**  
H.B. Drollinger Co.  
President

**John Ruhlen**  
Ruhlen & Associates  
Secretary

**Miki Payne**  
H.B. Drollinger Co.  
Treasurer

**Tracy S. Thomas**  
Coreland Companies

**William F. Allen**  
HFH Ltd.

**Heather Lemmon**  
The Real Estate Consultants  
LB Property Management

**Donald R. Duckworth**  
Executive Director

Dear Business Owner,

Thanks to your Sponsorship, last year's 1<sup>st</sup> Annual Westchester Halloween Town Fair (WHTF), presented by the Westchester Town Center BID and H.B. Drollinger Co. was a spectacular success. We are now in the process of securing Sponsorships and Sponsorship commitments for this year's 2<sup>nd</sup> Annual event. The fair will be held on Saturday, October 23, 2010 from 11am – 5pm, and, NEW this year - a Twilight Party will continue the event rides, games, music, dancing and casual dining from 5pm to 9pm (event flyer attached).

We again invite your business to benefit from this event by continuing a tradition of Sponsorship support (see attached form). You may also sign up for Sponsorship online. We have already secured a Platinum Sponsorship from The Parking Spot, and many of last year's sponsors have confirmed their sponsorship commitment for this year's fair.

Sponsorship of the only fair that is held in our Westchester community makes great marketing sense for businesses in the Westchester Town Center BID. With many new amusements and attractions, we anticipate as many as 7,000 people will attend this year's grand event. A majority of fair-goers will be families looking to enjoy a great Halloween celebration, and many will be locals attending in support of students and schools participating in the Window-Painting Competition.

In addition to the Firehouse Chili Cook Off, at this writing, we are accepting letters of interest/intent from local restaurants to participate as (one of three) Food Booth Sponsors that will be selected to operate their restaurant at the upcoming fair.

The Westchester Halloween Town Fair has already proven its value and importance to Sponsors, participants, BID Stakeholders and the community. This 2<sup>nd</sup> Annual event, our community's premier "must attend" celebration, will continue to introduce residents to your business, and will also serve to raise the profile of the Westchester Town Center BID.

Sincerely,

Don Duckworth  
(818) 515-2159  
dd@altrionet.com

8929 S. Sepulveda Blvd., #130  
Westchester, CA 90045  
310.417-9030 ph • 310.417-9031  
www.westchestertowncenter.com

**Visit us online at [www.westchestertowncenter.com](http://www.westchestertowncenter.com)**



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Sincerely,

Heather Lemmon  
(310) 846-0017  
iselpdr@gmail.com

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Sincerely,

  
Miki Payne  
(310) 710-6713  
miki@hbdrollinger.com